

Northwest Indian Fisheries Commission Grant Program

FY 2011 Noncompetitive Tribal Projects for Restoration and Protection of Puget Sound

Swinomish Indian Tribal Community Non-Point Pollution Public Information and Education Initiative – Year 2

Program Contact:	Charles O'Hara (cohara@swinomish.nsn.us) Director / Swinomish Planning Office 11430 Moorage Way La Conner, WA 98257
Phone Number:	360-466-7203; Fax 360-466-1615
Grant Name:	NWIFC FY 2010 Noncompetitive Tribal Projects for Restoration and Protection of Puget Sound
Project Period:	September 1, 2012 – August 31, 2013
Project Officer Name and Address:	Tiffany J. Waters Northwest Indian Fisheries Commission 6730 Martin Way East Olympia, WA 98516
Phone Number:	360-528-4318

1. **Project Title:** Non-Point Pollution Public Information and Education Initiative – Year 2
2. **Workplan Abstract:** Implementation of current state and local regulations, and the regulations themselves, have been shown to be inadequate to protect water quality and fish habitat. This project proposes a public education effort that will be directed at decision makers and regional stakeholders to improve the standards and implementation of best management practices, and to increase the level of regulatory certainty that instream resources will be protected, consistent with the Skagit Chinook Recovery Plan.
3. **Tribe:** Swinomish Indian Tribal Community
4. **Project Location:** Efforts will be directed at both the Skagit Watershed and throughout Puget Sound.
5. **Eligible Activities to be Addressed:**
 - a. Skagit Chinook Recovery Plan
 - b. Priority C: Reduce the sources of water pollution
 - c. Activity D.5, directed to improve compliance with rules and regulations in increase the likelihood of achieving ecosystem outcomes
 - d. Activity E.4 directed to increase efforts for communication, outreach and education to increase public awareness

- e. Activity E.3 continually improve the scientific basis for management actions in Puget Sound through a comprehensive and prioritized regional science program
 - f. Activity E.4 Increase and sustain coordinated efforts for communication, outreach, and education to increase public awareness and encourage individual stewardship
6. **Proposed Starting and Ending Dates:** September 1, 2012 – August 31, 2013
7. **Project Coordinator:** Larry Wasserman, Swinomish Indian Tribal Community Planning Department, 11430 Moorage Way, LaConner, Wa 360-466-4047 (fax), 360-466-7250 (office), lwasserman@skagitcoop.org
8. **Project Development:**
- a. Need for Project:

Completion of the proposed project is a priority to the Swinomish Tribe. Numerous studies conducted within the Skagit watershed have demonstrated that non-point pollution and the lack of riparian vegetation have significant negative impacts on fisheries resources. Two TMDL studies have been conducted by the Department of Ecology (DOE) for the Skagit River and its lower tributaries (Pickett, 1997; Zalewsky & Bilhimer, 2004). The studies explain that many streams are currently on the Clean Water Act 303(d) list as result of high temperatures, low oxygen, and fecal coliform, which in turn is the result in large measure of inadequate riparian buffers and unrestricted cattle access TMDL's, when developed, have either not been implemented or are not adequate to alleviate the source of pollutants.

The Skagit Chinook Recovery Plan has made the development of a regulatory framework, based on Best Available Science, a priority, as can be found in Recommendation 20. Recommendation 21 calls for the identification and implementation of measures necessary to meet water quality standards, and calls for local and state regulations to ensure their implementation. Recommendation 24 calls for the elimination of the agricultural exemption in the Shorelines Management Act. Recommendation 28 identifies the need to ensure the adequacy of water quality violation investigations and follow up, and review of the adequacy of BMP's as implemented. Unfortunately, since the Chinook Recovery Plan was adopted by NOAA, there has been little change in the regulatory structure or the degree of implementation of these measures.

There has also been little local support for adoption or enforcement of regulations to meet water quality standards. Unless stakeholders and decision makers are made aware of the sources of pollution, the adequacy of currently regulations, and the need for additional enforcement, it is unlikely that water quality will improve or that fisheries resources will be protected. While the Puget Sound Partnership currently engages in a Puget Sound-wide public outreach and education campaign (Public Awareness & Engagement Plan, 2006), we have deemed that this project

is necessary to garner support for additional mechanisms to protect and restore water quality and fisheries resources within the Skagit Watershed. Regional stakeholders and decision makers within the Puget Sound region are diverse and while Puget Sound wide protection and outreach is critical, we believe that for Skagit Watershed water quality to improve, there is a great need for targeted information to community members and decision makers to both support improved regulatory mechanisms, as well as encourage better individual actions. We believe that this public information and education initiative will fill a critical, for the benefit of our fisheries and water quality for the whole community.

b. Project Tasks, Outputs, and Outcomes.

Project Tasks and Outputs – Year 2:

This Year 2 project will implement recommended elements of public information and education strategy developed during Year 1. This will entail written materials, development of earned, paid and social media, and one-on-one meetings with stakeholders and elected officials to inform a target audience capable of influencing public opinion and policy.

1. **Task:** Test and refine messages (developed in Year 1) that can be used to educate general population. Conduct additional 600 person 20 minute statistical survey of statewide sample.
Output: Message refined
Cost: \$20,000
2. **Task:** Provide for a minimum of 5 print ads in Washington newspapers. Distribution and frequency would depend on future tactical decisions around which media outlets would be most effective.
Output: Minimum of 5 paid media ads
Cost: \$55,000
3. **Task:** Design and run ad campaigns on social media platforms. Scope and span would be driven by research in 2012 (Year 1) planning process, but will involve Twitter, Facebook and YouTube platform.
Output: Social media presence established
Cost: \$30,000
4. **Task:** Development of creative print, online and potentially audio materials used in support of communications and outreach efforts.
Output: Creative content developed; workshop attended by two tribal employees
Cost: \$25,000

5. **Task:** Place earned media stories in relevant print, TV and radio, and online channels that tell the story suggested by research and continue the recruitment and placement of earned media strategies by communications firm.
Output: Earned media placement
Cost: \$30,000
6. **Task:** Direct person to person outreach with community leaders and organization executives to discuss findings and to solicit support.
Output: Outreach with community leaders and organization executives conducted.
Cost: \$15,000
7. **Task:** Conduct effectiveness review of educational efforts based on additional surveys and write final report.
Output: Surveys conducted; final report written
Final Deliverable: A final report will be produced by the communications consultant that details the description and completion of Task 1-7's outputs. This final report will be available as the deliverable of this project.
Cost: \$30,000

This funding will additionally support two Tribal staff to attend a public outreach/relations/media workshop and will structurally be included as part of Task 4. As the tribe administers this grant, it is important to have staff with increased capability to determine adequacy of advice being received from our consultants, and to develop in-house capabilities to develop future effective outreach strategies. There are numerous workshops during the year that provide training for professionals to become more proficient in outreach and public relations.

Project Outcomes - Year 2:

1. Increased public awareness of regulatory and enforcement deficiencies.
2. Increased support for changes and results recommended in the Strategic Plan
3. Measures of the effectiveness of earned, paid and social media to further refine message in out years.

Outputs - Years 3 through 6:

Implementation of recommended actions developed in the Strategic Work Plan, possibly including: Distribution of written educational materials and use of other media describing regulatory deficiencies and recommended measures needed to adequately protect water quality and salmon habitat; educational meetings with local and regional stakeholders and decision makers; and public meetings to develop support for changes in regulatory and enforcement measures

Outcomes - Years 3 through 6:

Increased public awareness of regulatory and enforcement deficiencies. Increased support for changes and results recommended in the Strategic Plan.

c. Project Timeline – Year 2:

September 2012 – August 2013

Activity	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	July	Aug
Task 1: Message refinement and materials developed												
Task 2: Paid media												
Task 3: Social media												
Task 4: Creative content development												
Task 5: Earned media placement												
Task 6: Leader and executive outreach												
Task 7: Measure effectiveness												

9. Budget – Year 2:

a. Annual Budget Summary:

Salaries	
Fringe Benefits	
Travel	\$2,200
Supplies	

Communications/Utilities	
Equipment/Vehicle Rental	
Equipment/Vehicle O&M	
Sub-Contracts	
Capitalized Equipment	
Professional Services	\$205,000
Other (training)	\$1,800
Total of Direct Costs	\$4,000
Indirect Costs	\$1,338
Grand Total	\$210,338

b. Task Delineated Budget:

	Task 1	Task 2	Task 3	Task 4	Task 5	Task 6	Task 7	Total
Salaries								
Fringe Benefits								
Travel				\$2,200				\$2,200
Supplies								
Communications/ Utilities								
Equipment/Vehicle Rental								
Equipment/ Vehicle O&M								
Sub-Contracts								
Capitalized Equipment								
Professional Services	\$20,000	\$55,000	\$30,000	\$25,000	\$30,000	\$15,000	\$30,000	\$205,000
Other (training)				\$1,800				\$1,800
Total of Direct Costs				\$4,000				\$4,000
Indirect Costs				\$1,338				\$1,338
Grand Total	\$20,000	\$55,000	\$30,000	\$30,338	\$30,000	\$15,000	\$30,000	\$ 210,338

c. Budget Narrative:

Travel: The travel costs will be dedicated to per diem as needed for the workshop training of the two employees (as discussed above). We have estimated that per diem (including hotel costs) will average \$200 a day with the workshop occurring over three days and that airfare costs will need to be accounted for to transport the employees to the workshop. Thus, the total travel is estimated to be \$2,200 as shown by the calculation below:

Per diem: \$200/day * 3 days * 2 employees = \$1,200

Airfare: \$500/roundtrip ticket * 2 employees = \$1,000

Professional Services: The professional services comprise the bulk of this workplan and are detailed out above within Section 8(b). The \$205,000 estimate is based on information proved to us by our communications consultant that we contracted in Year 1 and are summarized below by task:

Task 1: \$20,000

Task 2: \$55,000

Task 3: \$30,000

Task 4: \$25,000

Task 5: \$30,000

Task 6: \$15,000

Task 7: \$30,000

Other: The other costs will be comprised of workshop training fees for the two employees. Cost estimates are based on on-line review of costs and content of public relation/media outreach workshops. The total workshop costs are estimated to be \$1,800 and is shown by the calculation below:

\$900/workshop fee * 2 employees = \$1,800

Indirect Costs: The Swinomish Indian Tribe's most current negotiated cost rate is 33.45%. The professional services detailed within this workplan are not included

10. Project Management:

The project management will be overseen by Charles O'Hara, Swinomish Planning Director. Through regular meetings with key staff and project consultants the project's timelines, deliverables, and reports will be evaluated to insure that project goals are met. Funding for project management, with exception of the workshop costs described within the narrative and budget, will be from internal Tribal funds.

11. Local Coordination and Project Cooperators: N/A

12. Severability:

Actions in years three through six will entail the further implementation of the public information and outreach strategy. This second year's task is severable from subsequent year tasks in that if funding from this PSP/EPA source is not available, the Tribe can attempt to secure funding from other sources to continue to implement the plan.

13. Non-duplication:

N/A No other federal funding will be contributing to this project. All funding supporting project management will come from internal tribal funds

14. References:

Lawrence, S. 2007. Lower Skagit River Fecal Coliform Total Maximum Daily Load – Water Quality Implementation Plan. Publication No. 07-10-056. Water Quality Program, Washington State Department of Ecology, Bellevue, WA. Retrieved on May 25, 2011 from <http://www.ecy.wa.gov/pubs/0710056.pdf>.

Pickett, P.J. 1997. Lower Skagit River Total Maximum Daily Load Water Quality Study. Publication No. 97-326a. Environmental Investigations and Laboratory Services Program, Washington State Department of Ecology, Olympia, WA. Retrieved on May 25, 2011 from <http://www.ecy.wa.gov/pubs/97326a.pdf>.

Zalewsky, B. & Bilhimer, D. 2004. Lower Skagit River Tributaries Temperature Total Maximum Daily Load Study. Publication No. 04-03-001. Environmental Assessment Program, Washington State Department of Ecology, Olympia, WA. Retrieved on May 26, 2011 from <http://www.ecy.wa.gov/pubs/0403001.pdf>.